



FOR YOUTH DEVELOPMENT®  
FOR HEALTHY LIVING  
FOR SOCIAL RESPONSIBILITY



**community  
strong**

**Sponsorship Opportunities**

YMCA OF BUCKS AND HUNTERDON COUNTIES

# »» OUR REACH

## Participation Numbers

Adults and children of all ages visited YMCA of Bucks and Hunterdon Counties branches and programs in 2022. Whether logging miles on a treadmill, meters in the pool, making friends at camp or learning good sportsmanship on the courts, we are proud to have been there for our community.

### EMAIL MARKETING & SOCIAL MEDIA



7 Facebook pages & over 28,000 followers in total



6 Instagram pages & over 4,000 followers in total



Email reach over 78,000



Average monthly website user 14,000–20,000



Average facility visits per day over 3,100



### 49,603 MEMBERS & PROGRAM PARTICIPANTS

improved their health, learned a new skill and connected with others



### 4,048 CHILDREN AND ADULTS

learned life-saving skills in aquatics programs



### 4,768 YOUTH

spent their days exploring, making friends and having fun at summer camp



### 1,079 KIDS

strengthened their physical fitness and learned good sportsmanship in sport leagues



### 4,043 ACTIVE OLDER ADULTS

stayed active, volunteered and enjoyed social activities





# »» OUR IMPACT

In 2022, YMCA of Bucks and Hunterdon Counties positively impacted its 10,000th Pathway Programs participant. YMCA Pathway Programs are donor-funded, specialized programs provided free to specific groups of individuals seeking wellness and social connection. For many participants, they would not be able to find similar opportunities outside of the Y.

We provide nearly \$5 million in community impact annually through our financial assistance program and Pathway.

»» Since their inception, we have impacted over 10,000 lives through our Pathway Programs.



**657 IMPACTED**

**VETERANS WELLNESS**  
For veterans and spouses/partners



**440 IMPACTED**

**HEALTHY LIFESTYLES**  
Diabetes prevention + weight loss program



**484 IMPACTED**

**THRIVE**  
Cancer wellness program



**50 IMPACTED**

**HEALTHY HORIZONS**  
Mental health recovery program ages 18+



**213 IMPACTED**

**EMPOWER U**  
For teen girls in grades 7-10



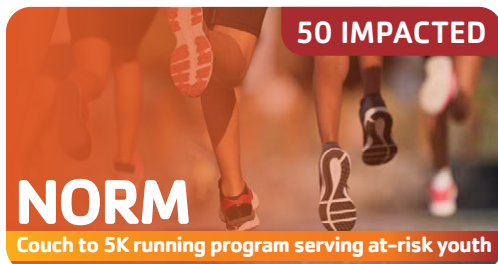
**17 IMPACTED**

**ROCK STEADY BOXING POWER**  
Program to combat symptoms of Parkinson's



**6,788 IMPACTED**

**7th GRADE INITIATIVE**  
Free membership for 7th Graders



**50 IMPACTED**

**NORM**  
Couch to 5K running program serving at-risk youth



**104 IMPACTED**

**WE ALL WHEEL**  
Where every child can play with friends



**1,414 IMPACTED**

**SAFETY AROUND WATER**  
2nd grade swim and safety in water program

# »» CORPORATE SPONSORSHIP OPPORTUNITIES

Business and corporate sponsors play an important role in furthering the Y's mission as community stakeholders. As a sponsor you will be associated with a well-respected, nationally recognized charity; and afforded the opportunity to impact our Y's movement in the community while receiving value-driven marketing benefits and recognition.

## Partnership Levels

### ASSOCIATION

Association Sponsors receive high level benefits across Bucks and Hunterdon counties and enjoy exposure to more than 60,000 individuals.



**CHAMPION**  
\$25,000

Featured as a county-wide lead sponsor.



**PRESIDENT'S CIRCLE**  
\$20,000

Featured as a county-wide lead sponsor.



**VISIONARY**  
\$15,000

Featured as a county-wide lead sponsor.

### REGIONAL

Regional Sponsors receive valuable benefits across Bucks and Hunterdon counties and access to all of the branches within that region.



**PREMIER**  
\$10,000

Featured as a Lead Regional Sponsor.



**INVESTOR**  
\$7,500

Featured as a Lead Regional Sponsor.



**BENEFACTOR**  
\$5,000

Featured as a Lead Regional Sponsor.

### COMMUNITY BUSINESS

Community Business Sponsors receive valuable benefits in the branch of their choice.



**BUSINESS PRO**  
\$2,500

Featured as a Lead Community Sponsor.



**BUSINESS FRIEND**  
\$1,000

Featured as a Lead Community Sponsor.

## Sponsorship Benefit Examples

### ASSOCIATION

- Logo on Summer Camp t-shirts
- Hyperlinked logo on select constituent email blast
- Logo on Pathway Program materials
- News release/coverage on a specific YMCA program
- Website: Your "donor story" on home page for one month
- #Giving Tuesday (November 28, 2023)
- Check Presentation
- Donor story feature in a constituent email blast
- Donor story featured on Giving homepage

### REGIONAL

- News release/coverage on a specific YMCA program
- Website: Your "donor story" on home page for one month
- #Giving Tuesday (November 28, 2023)
- Check Presentation
- Donor story feature in a constituent email blast
- Donor story featured on Giving homepage

### COMMUNITY BUSINESS

- Check Presentation
- Donor story feature in a constituent email blast
- Donor story featured on Giving homepage

# »» YOUR GIFT IN ACTION

Every dollar donated to the YMCA has a lasting impact on our community. In 2022, 1,742 people participated in Y activities because of financial assistance and program support.

## 7th GRADE INITIATIVE

»» \$2,500  
HELPS 10 KIDS

## SEND A KID TO CAMP

»» \$5,000  
HELPS 25 KIDS

## SAFETY AROUND WATER

»» \$7,500  
HELPS 75 KIDS

## PATHWAY PROGRAMS

»» \$10,000  
HELPS 10 PARTICIPANTS

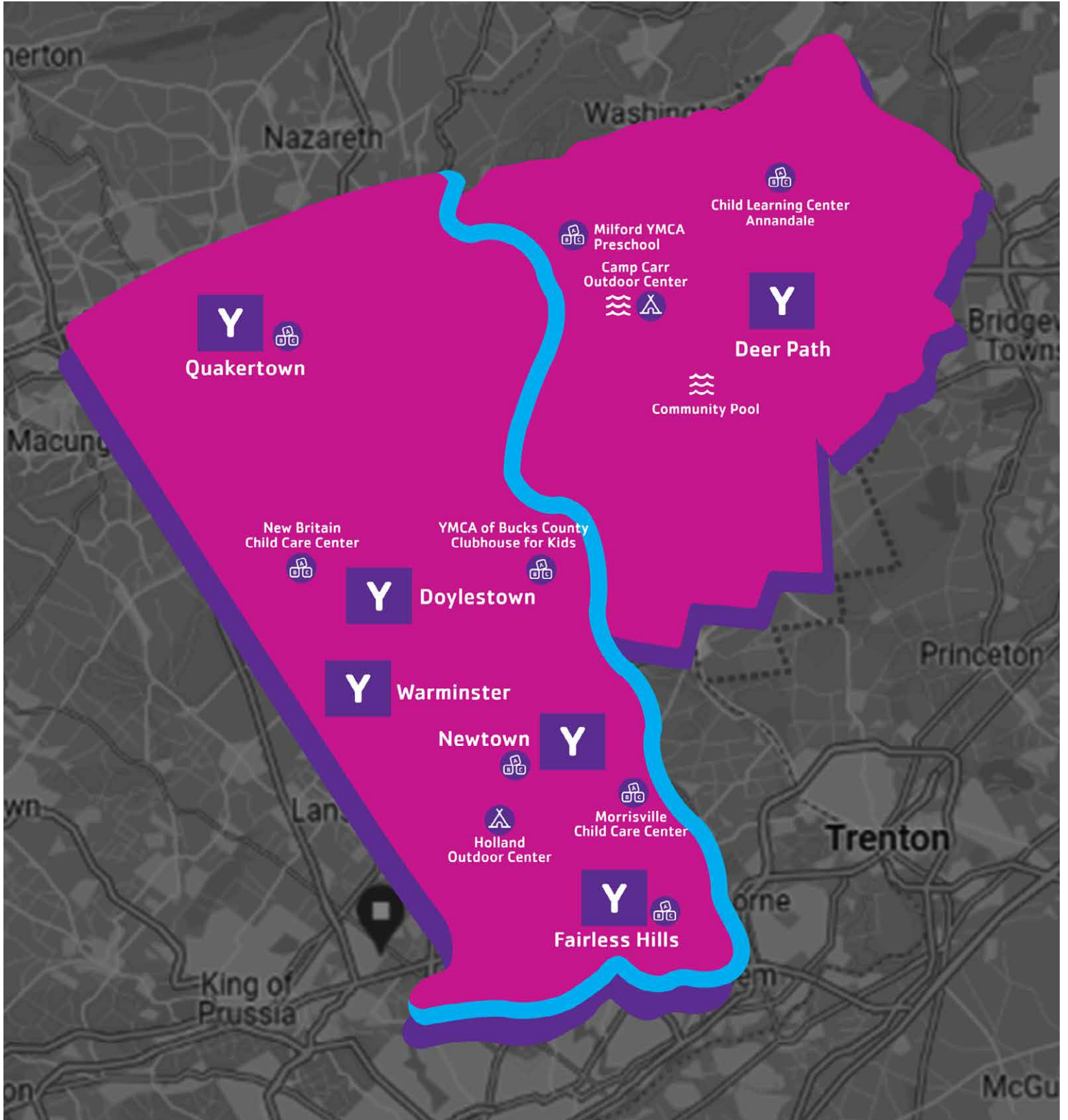
## VETERANS WELLNESS

»» \$15,000  
HELPS 15 PARTICIPANTS

## FEEDING PROGRAMS

»» \$25,000  
HELPS 400 KIDS

# MAP OF OUR LOCATIONS





# »» SPECIAL EVENTS SPOTLIGHT



## CHOCOLOTTA

Each March we host a special event that combines the love for chocolate with our mission to make a positive impact in our Upper Bucks community. Join us for an evening of chocolate-themed delights and an amazing silent auction at our Annual Chocolotta.



## GOLF INVITATIONAL

Swing into action for a great cause! Our Annual Golf Invitational brings together a day of golf and giving every fall at the Union League Golf Club at Torresdale! Each year we host a morning and afternoon session for a full fantastic day on the greens. This event traditionally fills up quickly!



## COMEDY NIGHT

Each November we host our annual Comedy Night, an event that promises to warm your heart and tickle your funny bone. We hand select some of the funniest comedians in the business who will keep you entertained all night. It's the perfect opportunity to gather your friends, enjoy some humor and support a great cause.

# »» COMMUNITY EVENTS



## YMCA OF BUCKS AND HUNTERDON COUNTIES KIDS TRI

Our annual YMCA Kids Triathlon, the ultimate endurance event where our community's youth will cross the finish line every summer. Supported by the USA Triathlon Kids Tri initiative, our YMCA Kids Triathlon is unique and is the only event of its kind in the tristate area.



## YMCA BUCKS COUNTY STRONG 5K

Lace up your running shoes and join us for a fun-filled day of fitness and community engagement. This a fantastic opportunity to make a positive impact while promoting wellness and unity within our community.

100% of the proceeds from all of our special and community events will provide financial assistance for children and youth from low to moderate income families to attend early and school age care and summer camp programs. Many of the low to moderate income families we serve just "place out" of state supported assistance. It could be as low as a \$1 difference. YMCA financial assistance helps families that place out and also families who need our support as they sit on the waiting list for state assistance for childcare expenses.

# »» BE PART OF SOMETHING GREAT!

Did you know that annually, the YMCA serves over **49,603 individuals** in Bucks and Hunterdon Counties? Last year we served over **140,000** meals and snacks to hungry children and awarded over 5 million dollars in community impact through our financial assistance and Pathway programs. We recognize that the need for childcare to help break the cycle of poverty is vast and our goal is that no one would be turned away because of an inability to pay. We believe that EVERY child should have the opportunity to learn, grow, and thrive in YMCA programs. YMCA of Bucks and Hunterdon Counties is proud to be one of the leading organizations for youth development by offering affordable early childhood and school age child care as well as summer camp. We are committed to nurturing the potential of every child – are you ready to join the mission?

## **YMCA MISSION:**

YMCA of Bucks and Hunterdon Counties is a charitable, nonprofit organization committed to strengthening our communities through membership and programs that foster youth development, healthy living and social responsibility for all.

## **YMCA IMPACT:**

To transform lives through meaningful experiences and nurturing relationships for all.

For more information contact Maggie Lester: [mlester@ymcabhc.org](mailto:mlester@ymcabhc.org)

## **YMCA OF BUCKS AND HUNTERDON COUNTIES**

Deer Path | Doylestown | Fairless Hills | Newtown | Quakertown | Warminster  
[ymcabhc.org](http://ymcabhc.org)

